Cheat Sheet

Strategies:

1. **Latent pain becomes realized (Example: What happens if you're still doing the exact same thing in three years?)**
    a. **Asking better questions**
    b. **Use future pacing**
    c. **You agitate**
2. **Perceived control (Example: Would it be alright if I shared a few ideas that might help based on what you just told me?)**
    a. **Ask for permission**
    b. **Give them choices**
    c. **Position your offer like a decision**
3. **The pit of darkness (Share a REAL tragic story.)**
    a. **Find my pit**
    b. **Don't sanitize it or water it down**
    c. **Show the turning point**
4. **The adventurer frame (The man at the bottom.)**
    a. **Admitting where you are in the journey**
    b. **Create in public**
    c. **Lead the way**
5. **Throw rocks at the enemy (Don't appease the haters.)**
    a. **Start by identifying your audience's enemies**
    b. **Make it crystal clear who you're not for**
    c. **Speak their frustrations out loud**
6. **Objection inversion (What feels like a deal-breaker at first, often turns out to be the exact reason they should say yes.)**

7. **Future pacing (Imagine your client's future.)**
    a. **Know what your audience really wants**
    b. **Paint the scene**
    c. **Keep it grounded**
8. **Status shift framing (Change your client's identity.)**
    a. **Define the before-and-after identity**
    b. **Use your language to reflect that shift**
9. **Identity activation (Mention specific people.)**
    a. **Define the identity of your ideal customer**
    b. **Speak to that identity in your marketing**
    c. **Reinforce that decision with that identity**
10. **Dangerous simplicity (Example: I'll help you set up one system that brings in leads while you sleep.)**
    a. **Simplify your language**
    b. **Name the outcome in one sentence**
    c. **Test your new messaging on a beginner**